

# Mini Case Study

## The Pampered Chef (Canada)

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### **The Players.**

The Pampered Chef is a network marketing company, backed by Warren Buffet, that sells kitchen tools through a “party planner” distributor network.

### **The Challenge.**

Once distributors have built a sizeable base of distributors under them (their “downline”) there can be a period of apathy; a loss of drive and enthusiasm to stay actively involved in the business. For many of them, money is no longer a motivator. As these high-level distributors are role models for the rest of the organization, it was important to the company that they find a way to re-engage the workforce.

### **The Solution.**

Appreciating that the best way to learn is to teach, the GM of The Pampered Chef Canada purchased credits for the problem-tier distributors of the organization to lead conversations with their downlines.

### **The Outcome.**

As the previously-apathetic distributors led their downlines through conversations on topics like “aligned-purpose,” “communication skills,” “proactive planning” and others, they themselves were reminded of what they loved about their business in the first place. Within 6 months, the distributors who led the sessions recognized an 11.4% increase in sales activity and a 9.2% increase in gross revenue.

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